



TOPICS & MODULES



LAST UPDATED
03 DEC 2020

SUBJECTS	MODULES
ADVANCED PROJECT MANAGEMENT	<ol style="list-style-type: none">1. Organizational and strategic management issues2. Human aspects of project management3. Project planning and benefits realization4. The role of partnerships in project management
AFFILIATE MARKETING AND SUCCESS SYSTEMS	<ol style="list-style-type: none">1. Earning money with niche affiliate marketing2. Revenue generation through affiliate programs3. How to create a product and make your own automated income website?4. Successfully automate your income online5. The three most important affiliate marketing tips that affiliate marketers should know about6. Affiliate marketing 1017. Tips to choose the right affiliate program8. Proven strategies9. Generating revenue with affiliate marketing programs10. Making an automated income stream work for you11. How to build an automated income system12. Can you become wealthy with affiliate marketing?13. The truth about affiliate marketing earnings14. Using your website to promote affiliates and make money15. How to select the right affiliate program for success16. Methods to automate your income stream17. What is an automated income stream, and does it work?18. Why affiliate programs are a good source of income19. 4 key areas to making money from affiliate programs20. Why do some affiliates make so much more than others?21. Common affiliate mistakes22. Choosing your niche23. Should I join lots of affiliate programs or a select few?24. How to get the highest possible commission rates?25. Pay per lead programs: get paid without making a sale26. Running pay per click ads: get paid for sending visitors to a websites27. Residual income: get paid for the same sale over and over again28. Domains and affiliate marketing29. Choosing domains30. A word about SEO31. Pay per click strategies32. Choosing pay-per-click networks33. Content sites and affiliate marketing34. Getting fellow webmasters to help promote your site

	<ul style="list-style-type: none">35. Blogs and affiliate marketing36. Promoting affiliate products on a blog37. Podcasting38. Marketing with videos39. Email marketing40. List building41. Selling to your list42. Affiliate marketing and the social networks: a brief overview43. Using affiliate data feeds44. Using calls to action45. You get what you put in
AN ENCYCLOPEDIA OF MARKETABLE WORDS	<ul style="list-style-type: none">1. Marketable words-the core files2. Opening essentials3. The bullet point files4. Handling objections5. Conversion boosters6. Powerful closers7. Article templates
ANALYTICAL DECISION-MAKING	<ul style="list-style-type: none">1. Role of analytics in business decision-making2. Business information management3. Analytics in practice4. Option development
ARTICLE MARKETING TIPS AND TRICKS	<ul style="list-style-type: none">1. Introduction to article marketing2. What is article marketing?3. What is viral marketing?4. How viral marketing works?5. Scope and importance of viral marketing6. How to develop effective article marketing strategy7. What is a successful article?8. How to create effective article content?9. Tactics to generate web traffic10. Tips to boost seo ranking11. Creating back links and its significance12. Promoting article marketing through rss feeds13. Tips to develop a compelling author's resource box14. Article submission tips to generate maximum exposure related websites15. Taking advantage of article directories16. Article marketing automation17. Benefits of article marketing18. Business promotional strategies through article marketing19. Measuring effectiveness of article marketing campaign20. Do's and don'ts of article marketing21. Article marketing vs article writing

ASSERTIVENESS	<ol style="list-style-type: none">1. The myths2. Confrontational vs assertiveness1. Developing an attitude of assertiveness
AWARD IN SETTING UP YOUR OWN BUSINESS	<ol style="list-style-type: none">1. Self-employment as a career choice2. The business proposition3. Personal success and survival in self-employment4. Business finance and record-keeping
AWEBER MARKETING TIPS	<ol style="list-style-type: none">1. What is an email list?2. How do you get subscribers?3. Why build an email list?4. Why use Aweber for email marketing?5. Html or text messages or both?6. How to set up your list & opt-in form in Aweber7. How to set up an autoresponder in Aweber8. How to send a broadcast in Aweber9. How to set up a blog broadcast in Aweber10. Finding targeted and interested subscribers11. The rules & laws around collecting email addresses12. Email marketing statistics13. Show me the money - how to make money with your email list
BOOSTING YOUR NETWORK MARKETING CASH FLOW	<ol style="list-style-type: none">1. Branding2. Graphics3. Sales copy tweaks4. Maximizing niche market profits5. Use video6. Never stop testing
BUDGETING FOR OPERATIONS	<ol style="list-style-type: none">1. Definition or purpose of an operating budget2. Signs of budget ineffectiveness3. Improvements to the budgeting system4. Responsibility accounting5. Developing responsibility centers6. Establishing costs7. Fixed costs
BUILDING NETWORK MARKETING RELATIONSHIPS WITH E-MAIL MARKETING	<ol style="list-style-type: none">1. Building relationships2. Developing the competitive edge3. Tips on building rapport with your subscriber4. Credibility5. Increase your opt-in rates6. Common mistakes

BUILDING YOUR ONLINE BUSINESS	<ol style="list-style-type: none">1. The web 2.02. The e-book3. The squeeze page4. Using free publishing sites5. Using video6. Using social networking7. Using blogs to market your product8. Using bookmarks9. What is SEO?10. Newsletters11. Auto responders12. Forums and chatting13. Keeping the momentum going14. Using your website
BUSINESS ETHICS AND SUSTAINABILITY	<ol style="list-style-type: none">1. Theoretical perspectives on business ethics2. Corporate social responsibility (CSR) principles3. Corporate social responsibility (CSR) reporting4. Sustainability: principles and practice
BUSINESS INFORMATION SYSTEMS	<ol style="list-style-type: none">1. Balance sheets, income statements & budgets2. Flat database for customer data & inventor control3. Corporate reports and data compilation4. Financial charts and diagrams5. Corporate websites6. Email & business communications7. A community of practice8. Synchronous tools9. Audio, video & web conferencing10. Cloud, antivirus, file sharing
BUSINESS LAW	<ol style="list-style-type: none">1. Legal frameworks2. Legal entities in line with national guidelines3. Foundational ideas of business and business and law4. Business law5. Employment and legal aspects6. Contract law, recruitment & contracting7. Law of sale, lease of law and law of agency
BUSINESS PLAN DEVELOPMENT	<ol style="list-style-type: none">1. Creating a new business from the ground-up2. Competitor analysis3. Customer profile4. Business planning
BUSINESS PROFESSIONAL ESSENTIALS	<ol style="list-style-type: none">1. The nature of business2. Key processes and resources in business3. Demonstrating your employability4. The skills needed for successfully working in business

BUSINESS STRATEGY AND DECISION-MAKING	<ol style="list-style-type: none">1. Concepts and approaches to strategy2. Assessing capability3. Strategic options5. Strategic decision-making
BUYER AND CONSUMER BEHAVIOUR	<ol style="list-style-type: none">1. The major influences on consumer choice2. The principles of purchase decision-making3. The value of research in providing insights into buying behaviour4. How consumer behaviour theories influence the marketing mix
CHRISTMAS INTERNET MARKETING	<ol style="list-style-type: none">1. Choosing the best products to sell and promote2. Evergreen products3. Self-help products4. Information products5. Decadent, spur-of-the-moment, and sentimental products6. Killer research system7. Choose 20 top-selling toys to sell8. The power of PLR articles9. Free and almost-free promotion10. Ebay and Amazon affiliate sites11. Pre-holiday countdown task schedule12. Inspiration13. More money-making ideas14. Strategy for free promotion
CMS INTRODUCTION	<ol style="list-style-type: none">1. CMS basics2. The benefits of CMS web design3. Setting up your CMS site4. CMS and SEO5. CMS and social branding6. Integrating analytics7. Integrating e-mails
CONFIDENCE BUILDING	<ol style="list-style-type: none">1. Taking stock2. Where's the lack3. Step into your power
CONFIDENT PROSPECTING	<ol style="list-style-type: none">1. Why do we need to improve?2. Conversation techniques3. Getting the whole picture4. Getting people to act5. About your target market
CONTEMPORARY DEVELOPMENTS IN GLOBAL HRM	<ol style="list-style-type: none">1. The concept of globalization2. International strategy and organizational structure3. Challenges involved in managing an international hr function4. The process of integrating cross-cultural teams5. Existing and emerging models of hrm within a global context

CORPORATE FINANCE	<ol style="list-style-type: none">1. The importance of capital structure2. Sources of finance3. The cost of capital4. Advanced investment appraisal6. Contemporary issues in corporate finance
CPA INTRODUCTION	<ol style="list-style-type: none">1. Google – the why & where-to2. What is CPA advertising?3. How CPA works4. CPA & affiliate marketing5. Who does CPA pay?6. Commission for sales7. Generating targeted leads8. Why use CPA?9. Big names advertise using CPA10. Creating your relationship11. What is working best?12. It's not click fraud, but13. Your first CPA campaign14. Making money from CPA15. Setting up methods
DEVELOPING INTERNATIONAL MARKETS	<ol style="list-style-type: none">1. Key characteristics of the globalized business environment2. Strategic international marketing opportunities3. Alternative market entry methods and the formulation5. Marketing strategies in different cross-cultural settings
DIGITAL MARKETING	<ol style="list-style-type: none">1. What is digital marketing?2. How has digital marketing evolved3. Definition of digital marketing4. Traditional vs digital5. Benefits of traditional marketing6. The downside to traditional marketing7. Benefits of digital marketing8. How can organizations use both digital & traditional marketing?9. Digital marketing approaches10. Implications of the 4Ps of marketing for digital11. Segmentation strategies for digital12. Digital marketing platforms
DIGITAL MARKETING ESSENTIALS FOR SMALL BUSINESSES	<ol style="list-style-type: none">1. Introduction to the digital world for small businesses2. How to create infrastructure for digital and online tools3. Using digital and online tools to communicate and generate revenues4. How to develop and maintain an online presence1. Creating a digital marketing plan for a small business

DIGITAL MARKETING STRATEGY	<ol style="list-style-type: none">2. The significance of digital marketing and innovation3. The changing nature of the digital customer4. Opportunities for digital innovation5. Big data and contemporary developments6. Implementing the digital marketing strategy
DYNAMIC AND COLLABORATIVE TEAMS	<ol style="list-style-type: none">1. The nature of teams within modern organisations2. The principles and benefits of effective team working3. The principles of effective team management4. Why team working can become dysfunctional5. Your own team working skills and traits
DYNAMIC BUSINESS ENVIRONMENTS	<ol style="list-style-type: none">1. Understanding the role of economics2. Analyzing external environments3. Analyzing internal environments4. Analyzing competitive environments
E-BOOK ENTREPRENEUR	<ol style="list-style-type: none">1. E-book basics2. Decide how your book will be used3. Decide on formats4. Choose a relevant topic5. Put your e-book together6. Arrange the ads in your e-book7. Decide what extras to include in your e-book package8. Market your e-book9. Launch your product
EMAIL LISTS PROMOTION TACTICS	<ol style="list-style-type: none">1. Introduction to online marketing using email lists as a marketing tool2. Using an auto-responder service to build your email list3. Top tips to make the most out of email marketing4. Using a blog and website to promote your business5. The power of a blog6. Use your blog to share personal thoughts7. Use your blog to entertain8. Use your blog to share valuable tips & techniques9. Do and don'ts when blogging10. Social media marketing11. LinkedIn12. Facebook13. Twitter14. Search engine optimization15. Why and how you should use video marketing16. What to put in your video?

EMAIL MARKETING INTRODUCTION	<ol style="list-style-type: none">1. Email marketing basics for internet marketing2. Keep it relevant, short and sweet3. Write with personality4. Using teasers and your links5. Using the best frequency for marketing mail6. Keep your e-mail out of the trash7. Be tuned into your subscribers needs
EMAIL MARKETING TIPS AND TRICKS	<ol style="list-style-type: none">1. How email marketing can grow your business2. Types of emails you need to use3. Making your email marketing campaign effective4. To buy or build a list for email marketing5. How to create tracking URLs for your email marketing?6. Is your content working in your email marketing?7. Creating an effective email subject line8. Top tips to help you boost your email subscribers9. How to get your email marketing read?10. Optimize the delivery of your email marketing4 tools to optimize your mobile email marketing campaign11. Successful email marketing12. How to optimize your mobile email marketing?13. What should you test in your email campaign?14. The email marketing report card - do you pass?15. How to create new content for your email campaign16. Do you know the best ways to promote your email newsletter?17. Creating email marketing that subscribers read18. Email marketing tips for your business19. The most common email marketing mistakes
E-MARKETING WEBSITE PROFITS	<ol style="list-style-type: none">1. Introduction2. Getting your product together3. Creating your website4. How to promote your website5. Offline promoting6. Making your website work for you7. Using testimonials guarantee8. Ways to collect revenue9. Marketing through e-book sites10. Keep it moving
EMPLOYABILITY SKILLS – MAKING THE MOVE TO WORK	<ol style="list-style-type: none">1. What employers are looking for in prospective employees2. What you have to offer3. Presenting what you have to offer
EMPLOYABILITY AND SELF-DEVELOPMENT	<ol style="list-style-type: none">1. Concept of employability2. Assessing your own skillset3. Demonstrating your employability4. Establishing yourself in a new role5. Creating a personal development plan

EMPLOYEE ENGAGEMENT	<ol style="list-style-type: none">1. Understanding employee engagement2. The impact of employee engagement on the employee3. Employee engagement and reward4. The impact of engagement on the organisation5. Developing employee engagement strategies
ENTERPRISING ORGANISATIONS	<ol style="list-style-type: none">1. The principles of business2. Introduction to organizational structures3. The difference between strategic and operational management4. The role of organizational infrastructure
ESSENTIAL INTERNET MARKETING	<ol style="list-style-type: none">1. Essentials you'll need before you start2. Building your first mailing list3. Starting your first blog4. Creating your first product – fast5. Creating your first membership site6. Traffic generation
EXPERT INTERVIEWS FOR EXTRA WEBSITE TRAFFIC	<ol style="list-style-type: none">1. Expert interview intro2. The benefits of expert interviews3. How to use expert interview correctly?4. Making money with expert interviews5. Writing a book with expert interviews6. What to avoid
FACEBOOK MARKETING EXTREME	<ol style="list-style-type: none">1. The free traffic power of Facebook2. Facebook social ads exposed3. Getting down to business4. Maximize your Facebook exposure5. The pitfalls of Facebook ads
FACEBOOK MARKETING MANIA	<ol style="list-style-type: none">1. Introduction to Facebook2. Basics of Facebook marketing3. Building your online presence using4. Fan pages5. Getting opt ins using Facebook6. Viral power7. Integrating Facebook with other websites8. Facebook advertising9. Facebook marketing mistakes to avoid
FINANCE FOR MANAGERS	<ol style="list-style-type: none">1. The world of accounting2. Financial statement interpretation3. Cash flow and budget preparation4. Costing and pricing methods
FINANCIAL MANAGEMENT	<ol style="list-style-type: none">1. The objectives of financial management2. Organizational activities, processes and performance3. Risk and financial management4. Sources of finance5. Investment appraisal

HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none">1. The concept of HRM2. The application of human resource management in the workplace3. Procedures and practices involved in HRM Factors that influence the employment relationship
IMPOSTOR SYNDROME	<ol style="list-style-type: none">1. What is impostor syndrome?2. Who does it affect?3. How does it manifest4. Techniques to step into yourself5. Banish the impostor
INNOVATION AND BUSINESS PERFORMANCE	<ol style="list-style-type: none">1. Measuring business performance2. Adopting innovation3. Assessing the information requirements Managing risk in innovation
INTEGRATED MARKETING COMMUNICATIONS	<ol style="list-style-type: none">1. Concepts and principles of integrated marketing communications2. The components of the IMC mix, their role and purpose in the marketing strategy3. The role of IMC in building, positioning and differentiating brands4. Managing, measuring and reporting IMC campaigns4. Implementing a fully integrated marketing communications campaign for an organization
INTEGRATION MARKETING	<ol style="list-style-type: none">1. How integration marketing can increase your profits faster & easier2. Integration internet marketing strategy3. Clever integration marketing tactics
INTERNATIONAL BUSINESS ECONOMICS AND MARKETS	<ol style="list-style-type: none">1. Economic principles2. International markets3. International trading blocs4. International finance
INTERNET BUSINESS MODELS	<ol style="list-style-type: none">1. Launch model2. Advertising models: solo ads3. E-commerce profits4. High ticket programs
INTERNET MARKETER SKILLS	<ol style="list-style-type: none">1. Recognize your power2. Winning sales3. Dazzle them4. Great marketing5. Training
INTERNET MARKETING A TO Z	<ol style="list-style-type: none">1. What is internet marketing2. Poised for changes3. Internet marketing driving force4. The power of social networking

	<ol style="list-style-type: none">5. Acquiring and retaining business6. Old methods that still work
INTERNET MARKETING FOR NEWBIES	<ol style="list-style-type: none">1. Internet marketing and reputation management2. Know your buying cycles3. Professional appearance4. Basics of link building5. Importance of landing pages6. Internet marketing and online customer service7. Affiliate programs8. Google analytics9. Online press releases10. Getting traffic from twitter11. Importance of testing e-mail messages12. Viral marketing13. E-mail marketing14. Images and video15. Internet marketing on Facebook16. What is search engine optimization?17. Understanding search results18. Customer testimonials19. Internet marketing timelines20. How to test a landing page21. Web writing22. Internet marketing and the use of humor23. Coupon codes24. Measuring success
INTERNET MARKETING KICKSTART	<ol style="list-style-type: none">1. The mindset of a successful internet marketer2. The obstacles that successful internet marketers need to overcome3. A sample system for successful internet marketing4. Tips to help get you started
INTERNET MARKETING MECHANICS	<ol style="list-style-type: none">1. What is internet marketing?2. What is affiliate marketing?3. How do people make money online?4. What do people sell online?5. What are information products?6. What is the best way to get started?7. Make money on Ebay8. Taking payments9. What is drop shipping?10. What is web hosting?11. What is a domain name?12. What is an autoresponder service?13. What is a sales letter?

	<ol style="list-style-type: none">14. What is a squeeze page/opt-in page?15. How do I know what people are searching for?16. What is SEO?17. What is traffic18. What are some traffic methods?19. What is list building20. What is blogging?21. What is article marketing22. What is copywriting23. What is social media and how can I leverage it24. What is the difference between advertising and promotion?
INTERNET MARKETING PITFALLS	<ol style="list-style-type: none">1. Do you really know what internet marketing is2. Marketing cars to blind people3. Lead generation4. Cashflow5. The credibility factor6. Do not get hung up on motivation7. The importance of duplication8. You must grow9. Procrastinating10. How to avoid the pitfalls?
INTERNET MARKETING STARTER GUIDE	<ol style="list-style-type: none">1. Internet marketing2. Internet marketing skills3. Putting it all together -various online money-making systems
INTERNET MARKETING SURVIVAL GUIDE	<ol style="list-style-type: none">1. The biggest mistakes2. How do you see your business?3. What is your business plan?4. Creating and establishing your plan5. Your road to success6. Taking it further7. A broad outlook8. Do not be afraid to get help9. Take a good look10. Forums and products11. The next steps moving forward12. Ramping it up

INTRODUCTION TO BOOKKEEPING	<ol style="list-style-type: none">1. Nature of accounting2. Basic books of accounts3. Double entry and single-entry bookkeeping4. The trial balance5. The balance sheet6. Trading, profit and loss statements7. Depreciation8. Payroll accounting9. Petty cash10. Bank reconciliation
INTRODUCTION TO ENTREPRENEURSHIP	<ol style="list-style-type: none">1. Entrepreneurship2. From ideas to a sustainable business3. New business ventures4. The business planning process5. Marketing, technology, legal and ethical considerations of entrepreneurs
INTRODUCTION TO ENTREPRENEURSHIP	<ol style="list-style-type: none">1. Entrepreneurship and innovation2. Building a successful business3. Developing an innovative enterprise4. Creating and pitching a business plan
INTRODUCTION TO MARKETING	<ol style="list-style-type: none">1. What is marketing2. Product marketing3. Services marketing4. A customer drive market strategy5. Strategic planning and marketing6. Marketing strategies and marketing mix7. The marketing environment8. Consumers & buying behavior9. Marketing strategies10. The four P's of marketing11. Communications and promotion
INTRODUCTION TO QUANTITATIVE METHODS	<ol style="list-style-type: none">1. Numeracy for business2. Algebraic methods3. Business statistics4. Statistical tools and data analysis

INTRODUCTION TO SUSTAINABLE DEVELOPMENT IN BUSINESS	<ol style="list-style-type: none">1. Overview of sustainable development goals2. Inter-relationships between sustainable development goals3. Challenges and complexities of sdgs4. Business opportunities5. Developing a corporate sustainable strategy6. Sustainability balanced scorecard7. Adopting a sustainable development model8. Economic growth and sustainability9. Sustainable production and consumption10. Trends in sustainable consumption and production11. Lean and green thinking
KEYWORD RESEARCH	<ol style="list-style-type: none">1. Why is keyword research important?2. Starting big, and digging down3. Long tail keywords4. Starting from scratch5. Finding your niche market6. Uncovering your niche ideas7. Testing those ideas8. Continuing the niche search9. Will this keyword make money?10. Analyzing the competition11. Using free tools12. No free lunch!13. Time or money?14. Adsenseadwords.com15. Word tracker16. Niche bot17. Keyword analyzer18. Spyfu.com19. You know your business
LEADING STRATEGIC CHANGE	<ol style="list-style-type: none">1. Strategic leadership principles2. The drivers and impact of change3. Planning and implementing change4. Leading strategic change

LEARNING ABOUT SMALL BUSINESS	<ol style="list-style-type: none">1. Skills2. What you need to know3. Pricing4. The market5. Money6. Banking7. Bookkeeping8. Communicating with people9. Organizing yourself10. Rules and regulations11. A business plans12. Budgeting
LIST BUILDING FROM SCRATCH	<ol style="list-style-type: none">1. Your list = your asset2. Purchase a domain and get hosting3. Create a marketable website4. Setup an auto-responder account5. Summary6. What is a squeeze page?7. Making your squeeze page convert8. Final note on squeeze pages9. Enhance your squeeze page – give stuff away for free10. Create a report and give it away for free11. Other things you can give away12. Create and give away video content13. Give away free software14. Other strategies15. Summary – give stuff away16. How to create a killer opt-in page?17. Maximizing your opt-in pages for maximum results18. Creating a strong headline19. Critical elements – summary20. How to build a list of thousands?21. Getting subscribers22. How to milk your list for everything it is worth?23. Monetizing your list24. 30 powerful ways to rapidly build your list25. 10 different types of content that always works
MAKING SENSE OF GOOGLE ADSENSE	<ol style="list-style-type: none">1. Adsense in depth<ul style="list-style-type: none">▪ The Adsense options▪ Adsense for content▪ Adsense for search▪ Google adsense premium service▪ The value of adsense

	<ol style="list-style-type: none">2. One step at a time<ul style="list-style-type: none">▪ The next step - how to get started▪ What's on your site?▪ Specialization▪ Maximize your potential▪ First – subtle ads work▪ Second – placement equals profit▪ Third – keywords are the key▪ Fourth – the content counts▪ Fifth – use the tools▪ URL channels▪ Custom channels▪ Server logs3. Use it well<ul style="list-style-type: none">▪ Knowing and doing▪ Common sense▪ Uncommon sense▪ Adsense for RSS and blogs▪ Including Adsense in your blog▪ Adsense in a nutshell▪ Resources▪ The tools▪ Adsense information websites and tutorials
MANAGING AGILE ORGANISATIONS AND PEOPLE	<ol style="list-style-type: none">1. The changing nature of organizations2. Contemporary management practices3. Introduction to people and performance4. Personal development as a manager
MANAGING STAKEHOLDER RELATIONSHIPS	<ol style="list-style-type: none">1. Identifying and assessing stakeholders2. Evaluating opportunities and threats created by key stakeholders3. Drivers for and key components of effective stakeholder relationships5. Stakeholder relationship strategies
MAX IMPACT EMAIL MARKETING	<ol style="list-style-type: none">1. Email marketing basics for network marketing2. Getting subscribers3. Reducing unsubscribes4. Using transactional emails5. Using triggers in the email6. Testing different variations of your email7. Analytics to separate buyers from non8. Use loyalty programs9. Determine the correct frequency to send emails

MLM SURVIVAL GUIDE	<ol style="list-style-type: none">1. The shocking truth!2. Why would you be choosing an MLM in the first place3. Types of people who are looking for opportunities4. What is the MLM jungle like5. Exposure to the industry6. The team (up line, sidelines, even the company staff)7. The trend of time8. There is no such thing as a perfect MLM9. An MLM that would suit you10. Being aware of the risks11. Getting started off the right foot12. In a nutshell13. Recommended resources + bonuses
NETWORK MARKETING STRUCTURE PART 1	<ol style="list-style-type: none">1. Those who fail to plan, plan to fail2. Terminology and jargon, you can't live without3. Clearing out common misconceptions4. Recognizing basic plan mechanics5. Point value to cash calculation6. Payout transparency7. Buy back policy8. Breakaway9. Infinity bonuses and blocking10. Summary and closing
NETWORK MARKETING STRUCTURE PART 2	<ol style="list-style-type: none">1. Down the rabbit hole2. Pros and cons of accumulation3. Buying position4. Caution: front loading and their dangers5. The dreaded demotion6. Push-up: taking the short cut7. Turning maintenance into profit8. Other factors to consider9. Recommended resources + bonuses
ONLINE GIVEAWAY INSIGHTS	<ol style="list-style-type: none">1. Online giveaway basics2. The benefits of online giveaway3. How to use online giveaway correctly4. Making money with online giveaways5. Steps for JV giveaways6. What to watch out for
OPERATIONS MANAGEMENT	<ol style="list-style-type: none">1. Introduction to operations management2. Supply chain and supply chain management3. Procurement4. Logistics management
OPTION-SECRETS	<ol style="list-style-type: none">1. Getting started2. Creating an irresistible incentive offer3. Outsource your incentive offer

ORGANIZATIONAL BEHAVIOUR	<ol style="list-style-type: none">8. Organizational behavior9. Organizational behavior models10. Foundations of individual behavior11. Individual characteristics and behavior12. Attitudes and behavior13. Personality14. Perception15. Decision making16. Motivation and the organization17. Foundations of group behavior18. Goal setting19. Group communications20. Conflict and negotiation21. Organizational development introduction22. Organization structure23. Workplace and job design24. Organizational culture25. Organizational change
ORGANIZATIONAL DESIGN, DEVELOPMENT AND PERFORMANCE	<ol style="list-style-type: none">1. Organizational design2. The impact of external and internal factors on the organization3. Organizational development4. Assessing the success of an organization and managing change5. Implementing successful organizational development strategies
PRINCIPLES OF HUMAN RESOURCES	<ol style="list-style-type: none">1. The contribution of the hr function to the achievement of business objectives2. The impact of different perspectives of human resource management on the organization and workforce3. The role and function of human resources within the key areas of resourcing, reward and performance4. Different employment models and the essential features
PRINCIPLES OF MARKETING PRACTICE	<ol style="list-style-type: none">1. The marketing concept2. The marketing environment3. Customer behaviour and segmentation4. Marketing information5. The marketing mix
PROJECT MANAGEMENT	<ol style="list-style-type: none">1. Project management vs general business management2. How project management supports business growth3. Project management process and procedures in accordance with PMI guidelines and PMBOK applications4. Employing project management software5. Project schedules - PERT, GANTT and WBS6. Managing resources

	<ol style="list-style-type: none">7. Project management forms and checklists8. Managing project teams
PROJECT MANAGEMENT	<ol style="list-style-type: none">1. Understanding the project life cycle and other key concepts2. Creating an effective project plan3. Resource-based project budgets4. Tracking and controlling live projects
RICH MARKETER, POOR MARKETER	<ol style="list-style-type: none">1. The rich marketer poor marketer concept2. When is a niche not a niche in marketing?3. Building a unique niche approach in business4. Marketing strategies and your personal niche5. Social networking and niche marketing6. Facebook marketing—mingling business and social activities7. Twitter marketing—tweeting for business8. LinkedIn marketing—building a strong online presence9. Building a powerful presence despite the current economic situation10. Ten rich marketers' secrets
ROCK SOLID SEO	<ol style="list-style-type: none">1. What is SEO?2. Why do SEO?3. How SEO used to be done4. Old school onsite optimization5. Old school backlinking6. Google pandas and penguins7. Beware the panda8. Enter the penguin9. The aftermath10. Rock solid SEO11. How to recover your website from oblivion12. How to build a new site
SEO RULES	<ol style="list-style-type: none">1. Introduction2. SEO tactics3. Link building4. Directory submission5. Forum posting6. Article submission7. Link exchange8. Blog posting9. Link buying10. Content11. Advanced SEO secrets12. Blogging13. Multiple site link exchange14. Link wheel15. Social media

	<ol style="list-style-type: none">16. Facebook/twitter17. Social bookmarking18. Video marketing19. Competitor reverse engineering20. SEO mistakes21. Keywords22. Broad keyword use23. Focused keyword targeting24. Keyword stuffing25. Unfriendly coding26. Disregarding the sitemap27. Meta tag errors28. Anchor text usage29. Web traffic analytics30. Web page removal/website redesign31. SEO game plan
SOCIAL BOOKMARKING SECRETS	<ol style="list-style-type: none">1. Social bookmarking basics2. The benefits of social bookmarking3. How to use social bookmarking correctly4. Making money with social bookmarking5. The competition6. What to stay away from
SOCIAL MEDIA POWER	<ol style="list-style-type: none">1. Basics2. YouTube3. Facebook4. Twitter5. Multiple accounts6. Hootsuite7. Composing posts8. Closing the competition9. Role model10. Surveys11. Marketing12. Global language13. Correct timing14. Clever tricks15. Final tips
SOCIETAL AND SOCIAL MARKETING	<ol style="list-style-type: none">1. Social marketing for behavioural change2. Social marketing choices and consumer decision-making3. Ethics and corporate social responsibility (CSR)4. Strategic development of responsible marketing practices for societal benefit

SPEED SUCCESS SECRETS FOR INTERNET MARKETING	<ol style="list-style-type: none">1. Where to get started2. Your product3. Getting the word out4. Buyers and JV opportunities5. The selling
STARTING YOUR OWN BUSINESS	<ol style="list-style-type: none">1. Is entrepreneurship for you?2. What is entrepreneurship?3. Planning for the business4. Analyzing your marketplace5. Funding your business6. The marketing plan
STRATEGIC MARKETING	<ol style="list-style-type: none">1. Understanding market-led strategic management2. Designing market-driven strategies3. Measuring the impact of marketing strategy4. Creating sustainable competitive advantage5. Implementing the strategy
STRATEGIC MARKETING RELATIONSHIPS	<ol style="list-style-type: none">1. Relationship marketing2. Relationship marketing and its impact on buyer behavior3. Marketing relationships4. Strategic relationship marketing
STRATEGIC PLANNING	<ol style="list-style-type: none">1. Strategic planning – an overview2. The strategic management concept, evolution, and importance3. Strategic planning levels and models4. A stepwise approach to strategic management5. Environment analysis - vision, mission, and the competitive advantage6. Internal environment analysis7. External environment scanning8. Strategy formulation9. Strategy choice10. Strategy implementation11. Strategy control12. Strategic planning limitations and emergent strategies
STRATEGIC STAKEHOLDER RELATIONSHIPS	<ol style="list-style-type: none">1. Strategic influence of stakeholders2. Engaging with stakeholders3. Communication with stakeholders4. Managing stakeholder resistance
STRATEGIC HUMAN RESOURCE MANAGEMENT	<ol style="list-style-type: none">1. The emergence of a strategic dimension to people management2. The global context of SHRM Developing and implementing HR strategies3. The use and application of a range of HR strategies to improve employee and organizational performance4. Contemporary issues affecting SHRM

THE CULTURE OF LEADERSHIP	<ol style="list-style-type: none">1. Role and responsibilities of educators and leaders in a changing world.2. The role of personal and professional values3. Critical and creative skills4. Management styles and collaboration5. Critical and ethical practice in action research
THE ESSENTIAL GUIDE TO SALES FUNNELS	<ol style="list-style-type: none">1. What is a sales funnel?2. Why do I need sales funnels in my online business?3. A sales funnel will increase your sales revenue4. Using a sales funnel will increase your conversion rate5. A sales funnel can help predict your sales volume6. Use your funnel to identify marketing obstacles and deficiencies7. Setting up your first sales funnel8. Squeeze pages9. What to do10. What to avoid11. Entry points12. Freebies13. Low-price offers14. Upsells15. Down sells16. Cross sells17. One-time offers (OTOs)18. Recurring income products and services
THE HR PROFESSIONAL	<ol style="list-style-type: none">1. The changing nature of human resource2. Management (HRM)3. The future of HR4. Evaluating and measuring HR's contribution5. Leading and developing a professional and ethical6. The critically-reflective practitioner
THE ULTIMATE SOCIAL MEDIA PLAN	<ol style="list-style-type: none">1. Is your business social enough?2. Discover the social 6-pack3. Take the reins of your online presence4. Understanding the value of social media buzz and what it can do for your business5. Social media explained in plain English6. The new approach to branding and communication – moving beyond marketing7. Understanding the social media ecosystem8. Converting leads to sales: the ROI of social media9. Developing a winning social media marketing plan10. Set up and manage a Facebook page that works11. Tweet your way to online prominence12. Build your network with LinkedIn

	<ul style="list-style-type: none">13. Expanding your reach with Instagram14. Captivate your audience with YouTube15. Tik-tok tactics
UNDERSTANDING SEO	<ul style="list-style-type: none">1. What is SEO?2. Why do I need SEO?3. What are search engines?4. Who needs SEO?5. Do I need to hire an expert to help with SEO?6. When is it best to start SEO?7. Is it too late for me to start SEO?8. What is at the heart of what I need to do?9. What on-site SEO can I undertake?10. Off-site SEO11. What can I expect SEO to do for me?12. Where can I find more info about SEO?
VIDEO MARKETING MAGIC	<ul style="list-style-type: none">1. Introduction to video marketing2. Enter YouTube3. Basics of video marketing4. Simple tools for creating videos5. 4 ways to use videos in your online business6. How to boost profits using videos?7. Video marketing ninja tactics8. Video marketing mistakes to avoid
VIDEO VIGILANTE	<ul style="list-style-type: none">1. Getting started with video2. What works for marketing3. Your audience4. Timing5. Mistakes to avoid
VIRAL MARKETING	<ul style="list-style-type: none">1. Introduction to viral marketing2. The power of social media3. Basics of viral marketing4. Creating a viral e-book5. Using Facebook as a viral tool6. Using Twitter as a viral tool7. Techniques for creating viral buzz8. Viral marketing mistakes to avoid